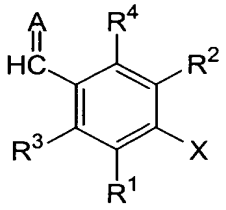
What is claimed is:

1. A hair dye composition comprising a dissociative direct dye represented by the following formula (1):

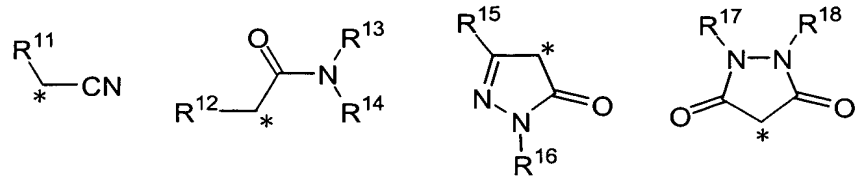


(1)

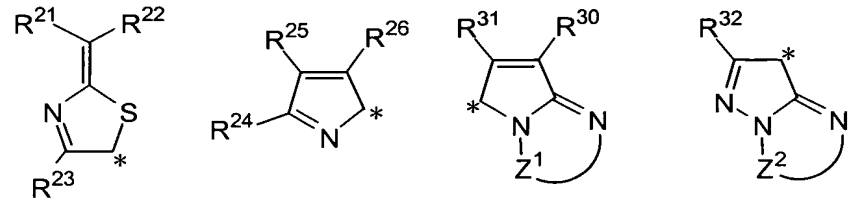
wherein, R^1, R^2, R^3 and R^4 each independently represents a hydrogen atom or a substituent, and X represents a hydroxyl group or $-NHSO_2R^5$, in which R^5 represents an alkyl, aryl or heterocyclic group, with the proviso that each of the groups may have one or more substituents; and A represents a divalent group capable of forming a methine dye as a whole compound together with the portion other than A.

2. A hair dye composition of Claim 1, wherein A in the dissociative direct dye (1) is a group represented by any one of the following formulas (Cp-1) through (Cp-11):

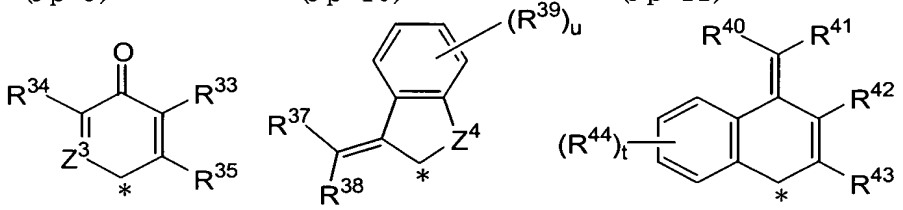
(Cp-1) (Cp-2) (Cp-3) (Cp-4)



(Cp-5) (Cp-6) (Cp-7) (Cp-8)



(Cp-9) (Cp-10) (Cp-11)



(in formulas (Cp-1) through (Cp-11), * is a position bonding to the benzylidene group in formula (1),

in formula (Cp-1), R^{11} represents a cyano group, acyl group, aryl group, heterocyclic group or group $-C(R^{101})=C(R^{102})-R^{103}$, in which R^{101}, R^{102} and R^{103} each independently represents a hydrogen atom or a substituent with the proviso that at least one of R^{102} and R^{103} is an electron attracting group having a Hammett σp value of 0.1 or greater,

in formula (Cp-2), R^{12} represents a cyano, acyl, alkoxycarbonyl, carbamoyl, aryl or heterocyclic group, and R^{13} and R^{14} each independently represents a hydrogen atom or an alkyl, aryl or heterocyclic group,

in formula (Cp-3), R^{15} represents a hydrogen atom or an alkyl, aryl, heterocyclic, amino, alkylamino, arylamino, heterocyclic amino, alkoxy, acylamino, alkoxycarbonylamino, ureido, alkoxycarbonyl, carbamoyl or cyano group, and R^{16}

represents a hydrogen atom or an alkyl, aryl or heterocyclic group,

in formula (Cp-4), R^{17} and R^{18} each independently represents a hydrogen atom or an alkyl, aryl or heterocyclic group,

in formula (Cp-5), R^{21} and R^{22} each independently represents a cyano, carbamoyl, alkoxycarbonyl, alkylsulfonyl or arylsulfonyl group, and R^{23} represents a hydrogen atom or an alkyl, aryl or heterocyclic group,

in formula (Cp-6), R^{24}, R^{25} and R^{26} each independently represents a hydrogen atom or a substituent,

in formula (Cp-7), R^{30} and R^{31} each independently represents a hydrogen atom or a substituent, and Z^1 represents an atomic group necessary for the formation of a 5- or 6-membered ring together with N-C=N,

in formula (Cp-8), R^{32} represents a hydrogen atom or a substituent, and Z^2 represents an atomic group necessary for the formation of a 5- or 6-membered ring together with N-C=N,

in formula (Cp-9), R^{33}, R^{34} and R^{35} each independently represents a hydrogen atom or a substituent, Z^3 represents a nitrogen atom or $-C(R^{36})=$, R^{36} representing a hydrogen atom or a substituent, with the proviso that when Z^3 represents $-C(R^{36})=$, R^{34} and R^{36} may be coupled to form a 5-membered or 6-membered ring,

in formula (Cp-10), R^{37} and R^{38} each independently represents a cyano, carbamoyl, alkoxycarbonyl, alkylsulfonyl or arylsulfonyl group, R^{39} represents a hydrogen atom or a substituent, u stands for an integer of from 0 to 4, and Z^4 represents $-SO_2-$ or -SO-, and

in formula (Cp-11), R^{40} and R^{41} each independently represents a cyano, carbamoyl, alkoxycarbonyl, alkylsulfonyl or arylsulfonyl group, R^{42}, R^{43} and R^{44} each independently represents a hydrogen atom or a substituent, and t stands for an integer of

from 0 to 4, with the proviso that the above-described groups may have one or more substituents.)

3. A hair dye composition of Claim 1, wherein R^1 and R^2 in the dissociative direct dye (1) are each a hydrogen or halogen atom, or an alkyl, cyano, acylamino, ureido, alkoxycarbonylamino, aryloxycarbonylamino, sulfamoylamino, alkylsulfonylamino, arylsulfonylamino, alkoxycarbonyl, sulfamoyl or carbamoyl group.

4. A hair dye composition of Claim 1, wherein R^3 and R^4 in the dissociative direct dye (1) are each a hydrogen atom, a halogen atom, or an alkyl or acylamino group which may be substituted.

5. A hair dye composition of Claim 1, wherein X in the dissociative direct dye (1) is a hydroxyl group or $-NHSO_2R^5$, in which R^5 is an alkyl group which may be substituted.

6. A hair dye composition of Claim 2, wherein A in the dissociative direct dye (1) is a group (which may have one or more substituents) selected from the groups represented by:

formula (Cp-1) in which R^{11} is a cyano group, acyl group, heterocyclic group or group $-C(R^{101})=C(R^{102})-R^{103}$,

formula (Cp-2) in which R^{12} is a cyano group, aryl group or heterocyclic group and R^{13} and R^{14} are each a hydrogen atom, alkyl group or aryl group, with the proviso that at least one of R^{13} and R^{14} represents a hydrogen atom,

formula (Cp-3) in which R^{15} is an alkyl, amino, alkylamino, arylamino, heterocyclic amino, alkoxy, acylamino, alkoxycarbonylamino, ureido, alkoxycarbonyl, carbamoyl or cyano group, and R^{16} is an aryl or heterocyclic group,

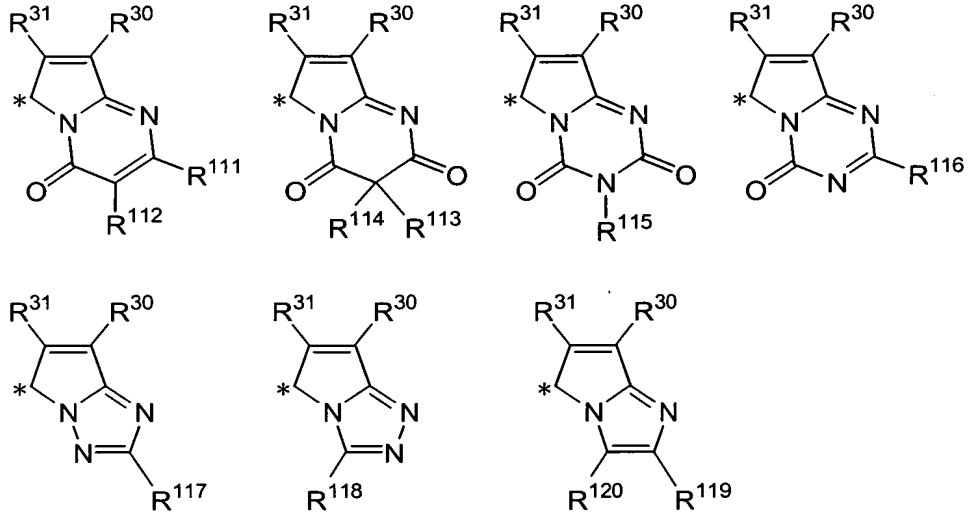
formula (Cp-4) in which R^{17} and R^{18} are each an alkyl or aryl group,

formula (Cp-5) in which R^{21} and R^{22} are each a cyano, carbamoyl or

alkoxycarbonyl group, and R^{23} is a hydrogen atom, alkyl group or alkyl group,

formula (Cp-6) in which R^{24} is a hydrogen atom or an aryl, acylamino, alkylsulfonylamino or arylsulfonylamino group, and R^{25} and R^{26} are each a hydrogen atom or an aryl, alkoxycarbonyl, carbamoyl, alkylsulfonyl, arylsulfonyl or cyano group,

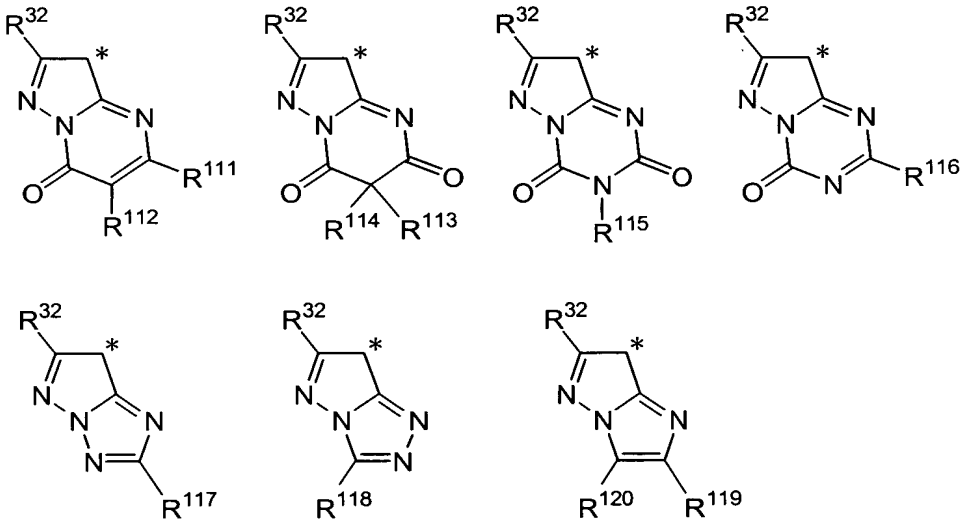
formula (Cp-7) in which R^{30} and R^{31} are each a hydrogen atom or an alkyl, aryl, heterocyclic, alkoxycarbonyl, carbamoyl, alkylsulfonyl, arylsulfonyl or cyano group, and Z^1 is a group capable of forming the following ring systems:



wherein, R^{111} represents a hydrogen atom or an alkoxy, amino, alkylamino, arylamino, heterocyclic amino, acylamino, ureido, alkoxycarbonylamino, aryloxycarbonylamino, sulfamoylamino, alkylsulfonylamino, arylsulfonylamino, alkylthio, arylthio or heterocyclic thio group, R^{112} represents a hydrogen or halogen atom, or an alkyl, acyl, carbamoyl or alkoxycarbonyl group, R^{113} and R^{114} each independently represents a hydrogen atom or an alkyl group, R^{115} represents a hydrogen atom or an alkyl group, and R^{116} represents a hydrogen atom or an alkyl, aryl, alkoxy, aryloxy, amino, alkylamino, arylamino, heterocyclic amino, acylamino, ureido, alkoxycarbonylamino, alkylsulfonylamino, arylsulfonylamino, alkylthio or arylthio group, R^{117} and R^{118} each independently represents a hydrogen atom or an alkyl, aryl or heterocyclic group, and

R^{119} and R^{120} each independently represents a hydrogen atom or an alkyl, aryl, heterocyclic, acyl, alkoxycarbonyl or carbamoyl group or they may be coupled together to form a benzene ring,

formula (Cp-8) in which R^{32} is a hydrogen atom or an alkyl, aryl, heterocyclic, alkoxycarbonyl, carbamoyl, alkylsulfonyl, arylsulfonyl or cyano group, and Z^2 is a group capable of forming the following ring systems:



in which, R^{111} to R^{120} have the same meanings as described above,

formula (Cp-9) in which Z^3 is $-C(R^{36})=$, R^{36} represents a hydrogen atom or an acylamino group, R^{33} and R^{34} are each a hydrogen atom, a halogen atom, an alkyl group or acylamino group, and R^{35} is a hydrogen atom or an alkyl group; or in which Z^3 is $-C(R^{36})=$, and R^{34} and R^{36} are coupled together to form a benzene ring which may be substituted with a halogen atom or an amino, alkylamino, arylamino, heterocyclic amino, acylamino, ureido, alkoxycarbonylamino, alkylsulfonylamino or arylsulfonylamino group,

formula (Cp-10) in which R^{37} and R^{38} are a cyano or alkoxycarbonyl group, R^{39} is a hydrogen or halogen atom or an alkyl, aryl, alkoxy, aryloxy, amino, alkylamino, arylamino, heterocyclic amino, acylamino, ureido, alkoxycarbonylamino,

alkylsulfonylamino, arylsulfonylamino, alkylthio or arylthio group, u is an integer of from 0 to 2, and Z^4 is $-SO_2-$, and

formula (Cp-11) in which R^{40} and R^{41} are each a cyano or alkoxycarbonyl group, and R^{42}, R^{43} and R^{44} are each a hydrogen or halogen atom or an alkyl, aryl, alkoxy, aryloxy, amino, acylamino, ureido, alkoxycarbonylamino, alkylsulfonylamino, arylsulfonylamino, alkylthio or arylthio group.

7. A hair dye composition of Claim 2 or 6, wherein A in the dissociative direct dye (1) is a group represented by formula (Cp-1), (Cp-2), (Cp-3), (Cp-4) or (Cp-8).